

# H.175 – Modernizing Vermont's Bottle Bill

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# Understanding the Benefits of the Bottle Bill

# A Modernized Bottle Bill System:

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1. Provides a strong financial incentive for redemption.
2. Creates a steady stream of high-quality recycled material.
3. Supports policies that foster a circular economy.
4. Creates the infrastructure and culture needed to transition to reusable beverage systems.

## TEN STATES WITH BOTTLE BILLS

The data in this graphic can be found at: [www.bottlebill.org](http://www.bottlebill.org)



IMPLEMENTED	BEVERAGES COVERED	DEPOSIT	REDEMPTION RATE
<b>1987</b> <b>CALIFORNIA</b>	All beverages except: Dairy products, Some juices, Spirits, Wine	<b>5-10¢</b>	<b>67%</b> <small>(as of 2019)</small>
<b>1980</b> <b>CONNECTICUT</b>	Beer, Soda, Water	<b>5¢</b>	<b>44%</b> <small>(as of 2020)</small>
<b>2005</b> <b>HAWAII</b>	All beverages except: Dairy products, Liquor, Wine	<b>5¢</b>	<b>62%</b> <small>(as of 2019)</small>
<b>1979</b> <b>IOWA</b>	Beer, Water, Wine coolers, Wine and liquor, Carbonated soft drinks, Carbonated mineral water	<b>5¢</b>	<b>65%</b> <small>(as of 2016)</small>
<b>1978</b> <b>MAINE</b>	All beverages except: Dairy products	<b>5-15¢</b>	<b>84%</b> <small>(as of 2017)</small>
<b>1983</b> <b>MASSACHUSETTS</b>	Beer, Malt, Carbonated soft drinks, Mineral water	<b>5¢</b>	<b>50%</b> <small>(as of 2019)</small>
<b>1978</b> <b>MICHIGAN</b>	All beverages except: Dairy Products, Liquor	<b>10¢</b>	<b>89%</b> <small>(as of 2019)</small>
<b>1983</b> <b>NEW YORK</b>	Beer and malt beverages, Wine products, Water that doesn't contain sugar, Soda water, Carbonated soft drinks	<b>5¢</b>	<b>64%</b> <small>(as of 2020)</small>
<b>1972</b> <b>OREGON</b>	All beverages except: Dairy Products, Liquor, Wine	<b>10¢</b>	<b>77%</b> <small>(as of 2020)</small>
<b>1973</b> <b>VERMONT</b>	Beer, Malt, Liquor over 50 mL, Mixed wine drinks, Sparkling water, Carbonated soft drinks	<b>5-15¢</b>	<b>77%</b> <small>(as of 2020)</small>

## Redemption Rate



“The number of beverage containers returned for recycling divided by the total amount of beverage containers sold in the state.”

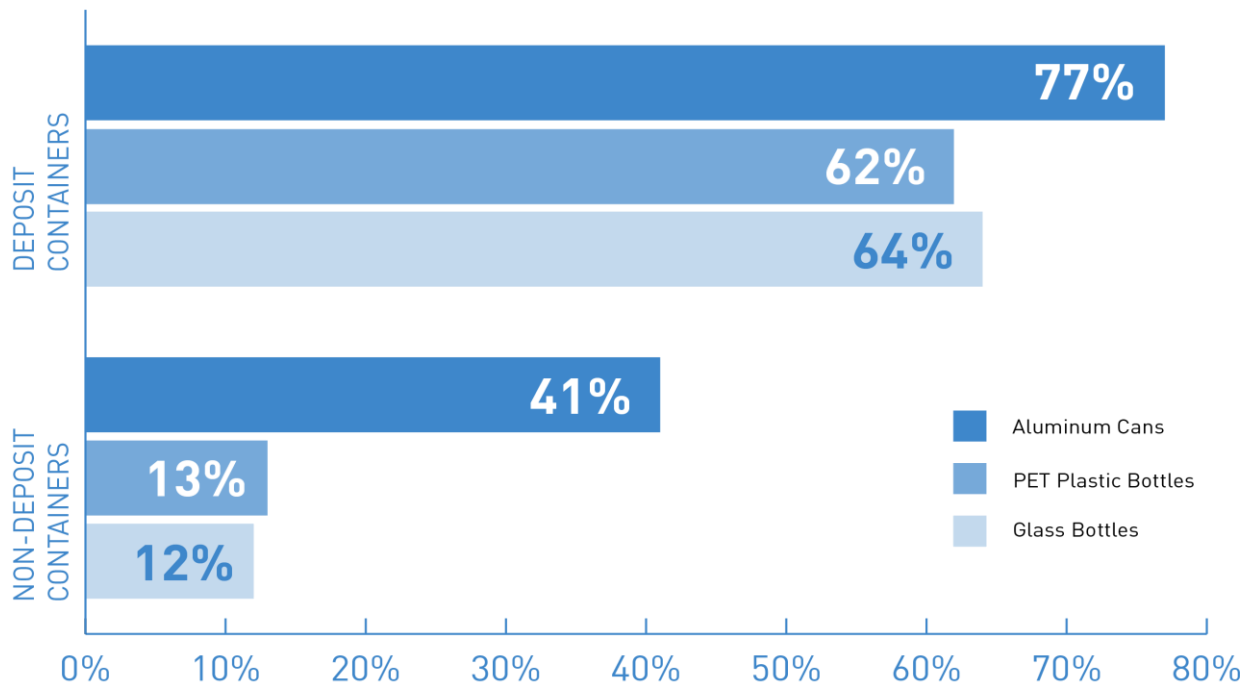
**27%**

Average redemption rate for all non-bottle bill states.

# Steady Stream of High-Quality Recycled Material

## U.S. RECYCLING RATES BY DEPOSIT STATUS, 2018

Adapted with permission from: "2018 Beverage Market Data Analysis," Container Recycling Institute, 2020



# Vermont's Recycling Rate

**Table E.2. Estimated State-Wide Recyclable Materials Recovery Rate (1)**

Material	Total Recyclables		
	<i>Fiber</i>	<i>Containers</i>	<i>Total</i>
	(tons)	(tons)	(tons)
Disposed	33,124	18,137	51,261
Recycled	92,483	36,183	128,666
<b>Recovery Rate (%):</b>	74%	67%	72%

## Flawed Analysis

- 1) Doesn't account for total amount of material recycled or disposed.
- 2) Includes the glass CSWD illegally dumped.
- 3) Does not separate bottle bill and non-bottle bill recycling for containers.

# Vermont's Recycling Rate

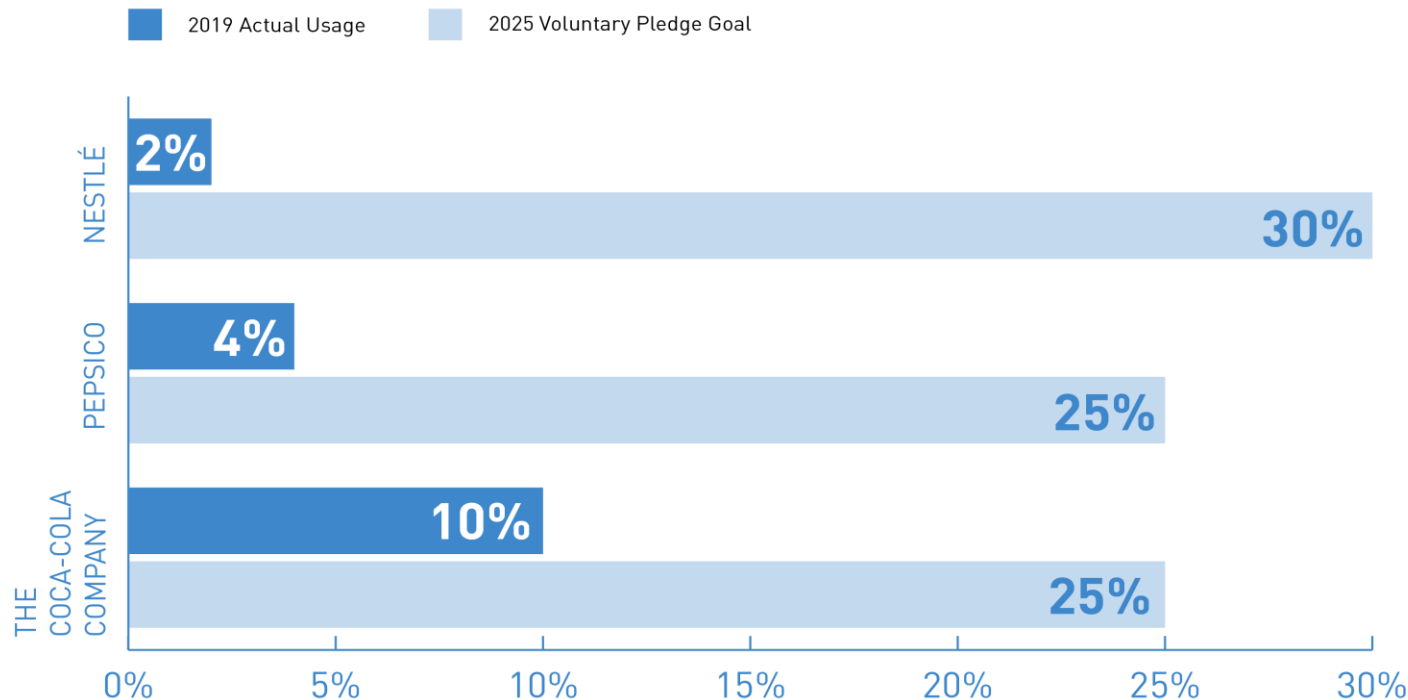
**Table 2. Disaggregating Container Recycling Into Bottle Bill Recycling and all Other Container Recycling (Using CRI's Revised Calculations of Fiber and Containers)**

Material	Container Portion of Table E.2, Disaggregated, 6,000 Glass tons Moved to "Disposed" from "Recycling" and Adjustment of Overstated Bottle Bill Material Disposed		
	Bottle Bill Materials	All Other Container	Total Containers
	(tons)	Recycling (tons)	(tons)
Disposed	2,765	31,347	34,112
Recycled	18,096	12,087	30,183
Recovery Rate (%):	87%	28%	47%

# Supporting Recycled Content Standards

## Corporate Promises to Use Recycled Materials: Promises vs. Reality

Adapted from: Beyond Plastics Oct. 2021. Source: Ellen MacArthur Foundation's The Global Commitment 2020 Progress Report, pp 15-16.



# Oregon's Reusable Beverage System

## How it Works:

- Buy beverage in refillable bottle.
- Pay same \$0.10 deposit.
- Enjoy beverage.
- Return empty bottle and get \$0.10 refund.
- Bottle Bill system takes care of the rest.

## Results:

**617,805**

Bottles saved from being  
crushed and recycled.

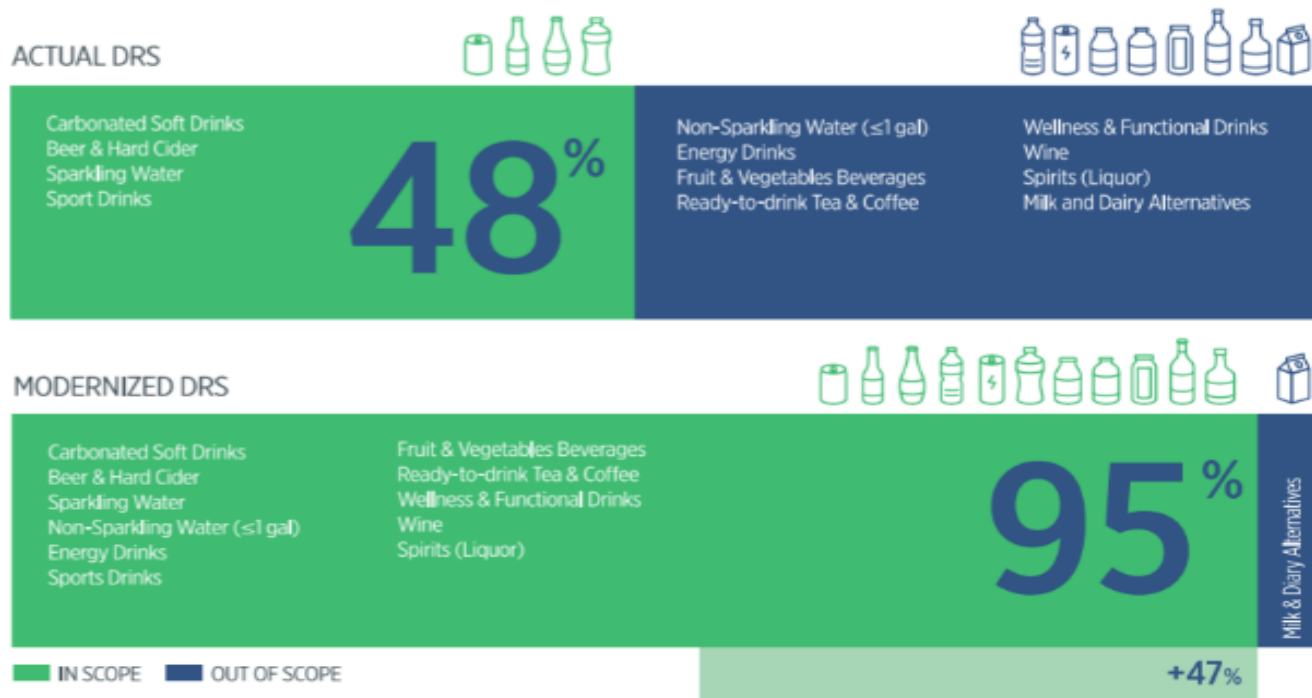
**104**

Beer, cider, and wine  
choices available in our  
Refillable bottles.

# H.175 – Targeted Improvements to Vermont's Bottle Bill

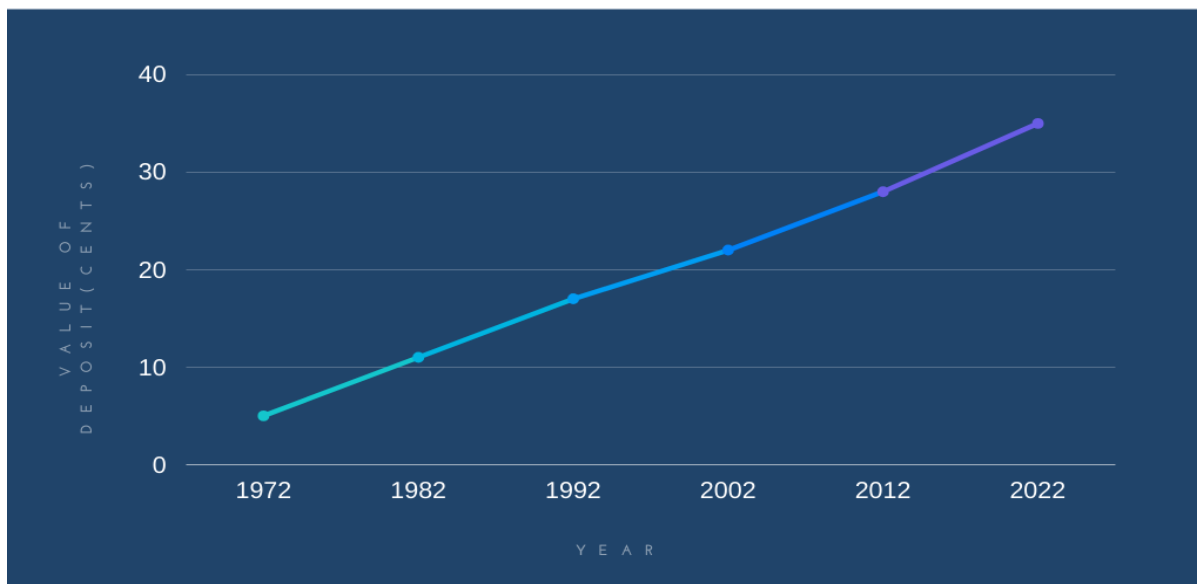
# Expanding the Scope of Covered Containers

## Beverage Containers included in DRS: Current vs Modernized



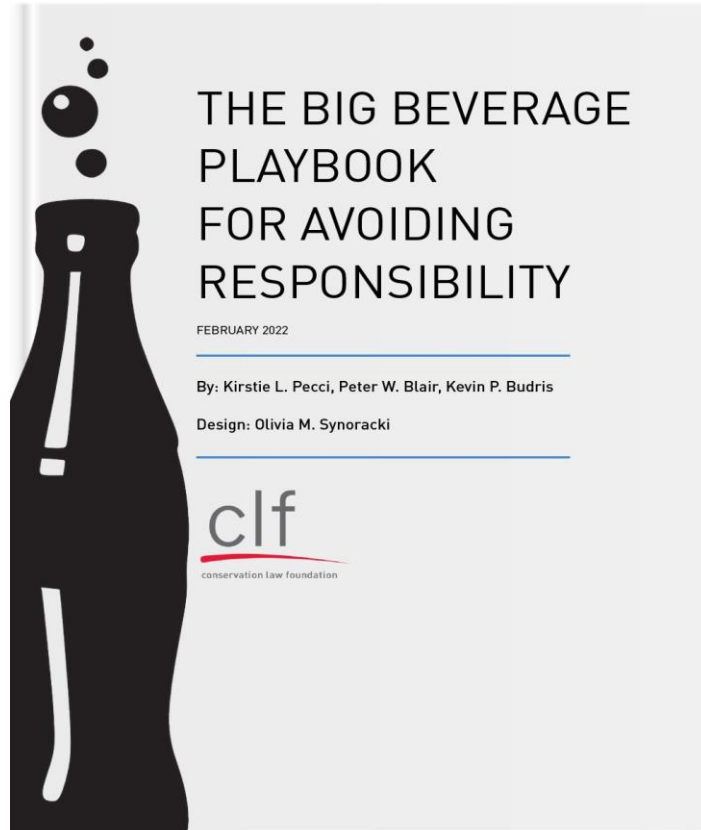
# Raising the Deposit to Ten Cents

## VALUE OF VERMONT'S DEPOSIT COMPARED TO INFLATION



# Avoiding an Unnecessary Overhaul of the Program

# Delay, Distract, Derail



Beverage industry's tactics to sabotage recycling reform:

- 1) Blame the Consumer
- 2) Lobby to defeat Bottle Bills
- 3) Silence Support for Systemic change
- 4) Make Promises, Then Break Them
- 5) Play Along, Then Undermine

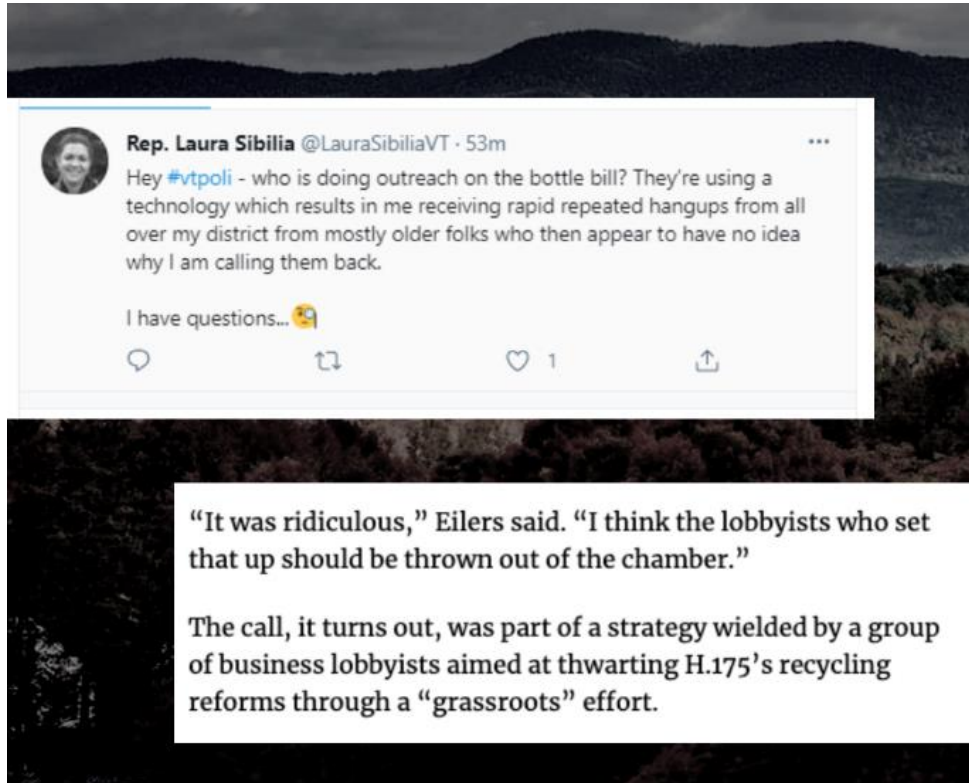
# Astroturfing Efforts – “Vermonters For Recycling

The screenshot displays the Facebook profile of 'Vermonters for Recycling', which includes a recycling symbol icon and the handle @VT4Recycling. The page shows a series of posts:

- A post from March 31 at 6:37 PM with the text: "There aren't many states choosing to increase costs on consumers and local businesses right now. So, then, why is Vermont?"
- A post from April 5 at 12:25 PM with the text: "H.175 - the bill to expand the bottle redemption law, is pretty straightforward. You are going to pay more every day because glass and plastic bottles (that are now recycled through curbside pickup) will become redeemable. There might be a 1% increase in recycling rates, there might not. But you WILL pay more. Some out-of-state wine and beer makers might also decide not to sell in our state- there's a cost to apply thousands of special VT redeemable labels. The expanded bot... See More". This post is accompanied by an image of a large pile of discarded plastic and glass bottles.
- A post from P2A.CO titled "Will a bigger bottle deposit incentivize recycling?" with the subtext "A plan to expand Vermont's bottle bill would mean paying more in d...". This post is accompanied by an image of a scenic Vermont landscape with colorful autumn foliage.
- A post from P2A.CO titled "The Vermont Bottle Bill Expansion: higher costs for consumers at the worst possible time".
- A post from March 31 at 6:33 PM with the text: "Everyone supports greater recycling- Vermont is already best in the nation. But is now the right time to ask consumers and local businesses to dig deep into their pockets to pay for a higher bottle redemption law? Get ready to pay more for everything you drink. A LOT more. Or, tell your legislator this is the wrong time to raise costs on struggling families and small businesses. <http://p2a.co/vhwfcdy>".

The bottom of the page shows the Facebook navigation bar with links for Home, Videos, Photos, About, and More.

# Astroturfing Efforts – “Vermonters For Recycling



# Industry Controlled Bottle Bill



Complete control over the system with no meaningful oversight.



Emphasis on cutting industry costs over improved recycling.



Control of unredeemed deposits without assurances the money will be used to improve recycling.



Limited number of redemption locations to reduce brands' operating and pickup costs – all at the expense of the public.

A woman with curly hair is shown in profile, pouring coffee from a machine into a glass jar. She is wearing a white t-shirt. The background is a blurred cafe setting with shelves of jars and coffee-making equipment.

# Questions?

Photo: Shutterstock

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